

Department of Community Planning and Economic Development - Planning Division Report
Variances
BZZ-4698

Date: February 28, 2010

Applicant: Dan Kaufman, Kaufman Signs on behalf of AMW Investments/Jimellie Enterprises

Address of Property: 10-14 North 5th Street

Project Name: Signage for Sneaky Pete's Bar and Grill and Dreamgirls Nightclub

Contact Person: Dan Kaufman, (612) 788 - 6828

Planning Staff: Robert Clarksen, (612) 673-5877

Date Application Deemed Complete: January 26, 2010

End of 60-Day Decision Period: March 27, 2010

Ward: 7 Neighborhood Organization: Downtown Minneapolis Neighborhood Association

Existing Zoning: B4S2 Downtown Service District and DP Downtown Parking Overlay District

Zoning Plate Number: 19

Legal Description: Not applicable

Proposed Use: The applicant proposes to add 4 additional wall signs to the front and northwesterly elevation of the existing building.

Concurrent Review:

- A variance to increase the maximum area of 3 wall signs on the 5th Street primary building wall.
- A variance to allow for a sign to be located on a non-primary building wall.
- A variance to increase the maximum area of a wall sign located on a non-primary building wall.

Zoning code section authorizing the requested variance: Chapter 525, Article IX Variances, specifically Section 525.520(21) "to vary the number, type, height, area or location of allowed signs..."

Background: The property located at 10-14 North 5th Street consists of a 67' x 100' rectangular zoning lot comprised of three parcels. The applicant also controls 3 parcels abutting the subject site, including two that front on (418 and 420) Hennepin Avenue. The subject property is located adjacent to the Warehouse District Light Rail Transit Station between First and Hennepin Avenues, and is zoned B4S-2 Downtown Service District. The property is also contained in the DP Downtown Parking Overlay District. The site is improved by an existing two story building constructed in 1901 and contains two tenants. "Sneaky Pete's Bar and Grill", a nightclub established in 2007 occupies the ground floor, and "Dreamgirls", an adult entertainment center established prior to 1995 occupies the second floor.

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The zoning code allows the installation of exterior signage on walls defined as “primary building walls” (pbw) only. The code defines a “pbw” as an exterior wall which “faces a street or that faces an accessory parking area and contains a public entrance”. The 5th Street elevation of the subject property is the only side which meets this definition, therefore signs on other elevations would not be permitted unless a variance were granted.

The variances are sought as the existing signage on the 5th Street elevation, together with the additional 5th Street signage proposed in this application, exceed the maximum area of signage permitted in the zoning code. An additional sign is proposed on the side of the building, adjacent to a mid-block alley that connects 4th and 5th Streets North. As this elevation does not meet the definition of primary building wall provided above, two additional variances are required. The applicant is requesting a variance to allow the location of this sign on a non-primary building wall and to increase the maximum permitted area of signs on a non-primary wall. If the alley sign variances are approved, the applicant shall be required to obtain an encroachment permit from the Public Works department as the sign projects into the public right-of-way.

In order to appropriately administer the signage requirements for a multitenant structure which contains an adult use, the Zoning Administrator has determined the signage allotment for the building shall be split according to the ground floor width of each tenant. Chapter 549 provides an allotment of wall signage for adult uses which is limited to 1 square foot per linear foot of lot frontage. As the Dreamgirls’ tenant space measures 22’ based on information provided by the applicant, 22 square feet of signage is permitted. Other signs on the building are subject to the typical allotment of 2.5 square feet per linear foot of primary building wall afforded other uses in the Downtown Districts. The Sneaky Pete’s tenant space measures 45’ wide, thus a total of 112.5 square feet of signage is allowed for this tenant. In order to attain the visibility that is desired over the LRT station, the applicant proposes to add three signs (229 square feet) to the upper level of the 5th Street elevation. The building already has seven awning signs (100 square feet) forming the band above the first floor windows. Consequently, the total area of signage on the 5th Street elevation is 329 square feet, where only 134.5 square feet is permitted. The table below summarizes this information:

Elevation	Existing Signs	Proposed signage	Total signage	Variance
5th St - Sneaky Pete’s Façade Length: 45’ Code Allots: 112.5 SF	Sign D = 10 sf Sign E = 10 sf Sign F = 12 sf Sign G = 40 sf Total 72 SF	Add 120 SF Sign “1” Add 40 SF Sign “2” Total 160 SF	Exist - 72 SF New -160 SF Total 232 SF	+ 119.5 SF
5th St - Dreamgirls Façade Length: 22’ Code Allots: 22 SF	Sign A = 20 sf Sign B = 4 sf Sign C = 4 sf Total - 28 SF	Add 69 SF Sign “3” Total 69 SF	Exist - 28 SF New - 69 SF Total 97 SF	+ 75 SF

Alley - Sneaky Pete's Elevation Length: 85' Code Allots: 0	None	Add 120 SF Sign "4" Total 120 SF	Exist - 0 SF New -120 SF Total 120 SF	+ 120 SF
The Applicant revised the plans to comply with the maximum height of 28 feet for all signs. B4 Zoning Allocation = 2.5 sf / linear foot PBW Adult Use Allocation = 1 sf / linear foot PBW				

Three of the four signs will be internally illuminated, with Sign "2" consisting of a non-illuminated awning with graphics. As proposed, all signs on the property will comply with the 28' maximum height requirement for signs in the B4S district. In addition to the proposed upgrades to the building signage, the applicant intends to upgrade the appearance of the exterior of the building. Although the existing siding will remain, the 5th Street elevation would be repainted an "Architectural Bronze" color as indicated by a sample provided to CPED staff. Also, the existing fountain image the 5th Street entrance to "Dreamgirls" nightclub will be removed in favor of the proposed signage. The applicant has indicated a series of illegal signs on the building would be removed prior to issuance of any permits for new signage were the variances granted, and staff is recommending this as a condition of action by the Board of Adjustment.

As of writing this staff report, staff has not received correspondence from the Downtown Minneapolis Neighborhood Association, or any residents. Any comments received will be forwarded to the board at the meeting.

Findings Required by the Minneapolis Zoning Code:

- 1. The property cannot be put to a reasonable use under the conditions allowed and strict adherence to the regulations of this zoning ordinance would cause undue hardship.**

Maximum area along 5th Street primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 134.5 square feet to 329 square feet. The 5th Street elevation has 7 existing awning signs totaling 100 square feet, and the project adds three signs totaling 229 square feet for a total variance of 194.5 square feet, were the variance to be granted as proposed. The applicant suggests the presence of the LRT station in front of the building impedes the visibility of the existing signs and is the basis for undue hardship affecting the property in this request. Although signs for nonresidential uses in the Downtown District are often larger than signs for properties in other neighborhoods, the requested variance is 244% of the normal sign allotment for a building of this size. In addition to the existing awning signs, the applicant has also placed a series of window signs, banners, and sidewalk sandwich board signs that do not comply with the zoning code. If the applicant were to remove all of the noncompliant signs and the existing awning signs, the new signs would still require a 145% variance.

While the visibility of the existing signage on the building is limited by the location of the transit station, the applicant's request exceeds what is reasonable for a building of this size. Staff can not find a hardship to justify the proposed increase in sign area, but the location of the LRT station is a hardship that justifies a smaller increase in the proposed signage. Other alternatives exist which would allow the applicant to reduce the overall amount of signage on the property, while simultaneously increasing the effectiveness of each of the signs in the package. Specifically, at least 72 square feet of the existing awning signs, described as signs A, F, and G in the application materials could be

removed. Reconfiguring the signage this way will leave 28 square feet of existing awning signs, and lower the overall request for the variance along the 5th Street elevation to a more reasonable amount of signage for a structure of this size.

Location on a non-primary building wall: The applicant also seeks a variance to the location requirements of the ordinance to permit a wall sign on the northwesterly (alley) side of the existing building. The proposed sign is a 120 square foot replica of the Sneaky Pete’s sign intended for the 5th Street elevation, which must be taken in context of the other signage on the property. The applicant expressed concerns over the visibility of the site in general terms, but provided no specifics regarding additional signs along the alley. If the Board grants a variance to allow some additional signage along the upper level of the 5th Street façade, the boards action will address the specific hardship claim raised by the applicant regarding the position of the LRT station and related equipment in front of the property and there would be no specific basis to grant variances to allow additional signs in other locations. This request proposes to add a duplicate sign regardless of a specific concern about the visibility of the property from that vantage.

The applicant has not provided any undue hardship beyond that at the front of the building. The property enjoys adequate visibility to both pedestrian and vehicular traffic from several directions. The upper level of the front elevation is positioned at an angle that could provide a view to the south, in addition to adequate pedestrian level visibility to the southwest. The proposed sign along the alley will only provide “rearview window” visibility to any vehicle on 5th Street, limiting its potential impacts for automobile users. Also, the existing awning signs provide additional pedestrian level views along the sidewalk in each direction. The purpose of the zoning code sign standards is to provide reasonable signage for uses, not to provide signage for every possible place a building can be viewed from the surrounding area.

Maximum area on a non-primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 0 to 120 square feet to allow for the installation of a wall sign on a non-primary building elevation. The proposed sign is identical to one of the signs proposed for the 5th street elevation. As noted above, the applicant failed to address the specific manner in which the property would be denied a reasonable use if the Board of Adjustment acted to deny the request. Rather, the applicant refers to the issue of undue hardship affecting the property as the collective impact of the position of the LRT station in front of the building.. Staff does not believe the proposed sign provides any additional wayfinding value which would bring potential customers to the uses of the property, especially if more strategically placed signs could be added to the front of the building.

The property enjoys adequate visibility to both pedestrian and vehicular traffic from several directions. The upper level of the front elevation is positioned at an angle that could provide a view to the south, in addition to adequate pedestrian level visibility to the southwest. The proposed sign along the alley will only add “rearview window” visibility to any vehicle on 5th Street, limiting its potential impacts for automobile users. Also, the existing awning signs provide additional pedestrian level views along the sidewalk in each direction. Limited additional signage along the upper portion of the 5th Street elevation will provide adequate identification leaving additional signs along the alley side of the property unnecessary.

2. **The circumstances are unique to the parcel of land for which the variance is sought and have not been created by any persons presently having an interest in the property. Economic considerations alone shall not constitute an undue hardship if reasonable use for the property exists under the terms of the ordinance.**

Maximum area along 5th Street primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 134.5 square feet to 329 square feet. The 5th Street elevation has 7 existing awning signs totaling 100 square feet, and the project adds three signs totaling 229 square feet for a total variance of 194.5 square feet assuming the application was granted as proposed. Chapter 543.230 (b) of the zoning code provides guidance regarding the allocation of signage for multitenant buildings in, and states the property owner “shall be responsible for allocating the allowable sign area among the tenants of a multiple tenant building”.

The conditions upon which the variance is requested are somewhat unique to the parcel of land as it relates to the position of the LRT station in front of the site. However, the conditions are also due directly to the actions of the property owner. The location of the property in front of the transit station limits view of the lower level and the existing signage. At least 3 years after the LRT system began operations in 2007, the applicant opened the existing restaurant on the property and installed the existing signs along the 1st floor. Rather than proposing to add more signs, the applicant could have reconfigured the signage throughout the property in more strategic locations to increase the individual effectiveness of each sign, and simultaneously mitigate any effect of the LRT station on the property. Specifically, at least 72 square feet of the existing awning signs, described as signs A, F, and G in the application materials could be removed, leaving a total of 28 square feet of existing awning signs, and lowering the overall request for the variance along the 5th Street elevation to a more reasonable level for a structure of this size.

An argument could be made that the subject site actually has the advantage of location in that the upper portion of the structure is visible from Target Center and other nearby attractions, except that the existing signs on the building are marginally effective in the context of the surroundings. Limited scale development of the surface lot across the street from the subject property would have the effect of severely limiting the visibility of any sign (including those proposed) in a similar manner to that of the train station. Even a two story structure would essentially block many of the existing views the proposed signs would theoretically enjoy. The zoning code does not authorize guaranteed views of signage from the subject property. The applicant has not shown a unique circumstance and staff believes that there are other alternatives and achieve a reasonable use of the property aside from the requested variance.

Location on a non-primary building wall: The applicant also seeks a variance to the location requirements of the ordinance to permit a wall sign on the northwesterly (alley) side of the existing building. The proposed sign is a 120 square foot replica of the Sneaky Pete’s sign intended for the 5th Street elevation. As noted, the applicant is concerned with the visibility of the site, but has failed to provide a specific basis for the City to grant the variance for an additional sign along the alley. The conditions upon which the variance is requested are not unique to the parcel and are not created by the zoning ordinance. The applicant proposes to add signs to the front of the building that, if a variance is granted, would mitigate the effects of the LRT station’s location in front of the subject property.

Maximum area on a non-primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 0 to 120 square feet to allow a wall sign to be installed on an elevation that is not a primary building wall. The conditions upon which the variance is requested are not unique to the parcel and have not been created by the zoning ordinance. The applicant claims the additional signs are necessary because of a lack of visibility of the property; however, this is a condition applicable to almost every building in the downtown that has a visible wall along an alley.

- 3. The granting of the variance will be in keeping with the spirit and intent of the ordinance and will not alter the essential character of the locality or be injurious to the use or enjoyment of other property in the vicinity.**

Maximum area along 5th Street primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 134.5 square feet to 329 square feet. The 5th Street elevation has 7 existing awning signs totaling 100 square feet. The project adds three signs totaling 229 square feet for a total variance of 194.5 square feet should the application be granted as proposed. As proposed, CPED Planning staff does not believe the variance keeps with the spirit and intent of the ordinance given the extent to which the request exceeds the amount of signage authorized by the zoning code. On the other hand, while the existing signs may provide adequate identification to pedestrians and transit users in the area, the site lacks the signage along 5th Street which overcomes the presence of the LRT station in front of the building. As the site is located just off the 1st Avenue Entertainment district, large signs are not uncommon in the immediate vicinity (examples include Drink, and Block E among others) or the greater context of the Central Business District.

The applicant has indicated that he intends to remove the image of the fountain above the entrance to “Dreamgirls” nightclub on 5th Street, and make other enhancements to the appearance of the front of the building. Specifically, new exterior materials and a paint job are proposed. Also, there are two ventilation stacks centered on the front façade that would be wrapped with a canvas awning in a color scheme complementary to the rest of the building.

If the applicant removes some of the existing signage and improves the façade, it may be possible to honor the spirit and intent of the ordinance by granting a smaller area variance for the signs on the 5th Street elevation. Specifically, granting the variance to permit Signs “1” and “3” would result in the removal of the existing fountain and lead to the façade improvements the applicant has described. The applicant can reduce the sign clutter on the property by removing a minimum of 72 square feet of the existing awning signs, described as signs A, F, and G in the application materials, as these signs are blocked by the LRT station and act as a marginally effective means of identification. Reconfiguring the signage will leave 28 square feet of existing awning signs, and lower the overall request for the variance to a reasonable level for a structure of this size. The awning signs facing the sidewalks could remain due to their insignificant size overall. The proposed vertical “Sneaky Pete’s” (Sign “2”) text should be omitted from the awnings intended to cover the ventilation stacks, as it is a redundant sign that exceeds the size requirements. Collectively, these alterations would balance the applicant’s desire to better identify the uses in the subject property via strategically placed signage of a limited scale that is consistent with that of other properties in the immediate vicinity while allowing signage that meets the intent of the ordinance. Sign clutter has been issue on the property, therefore all existing banners,

window signs, and sandwich board signs that are not permitted by the ordinance shall be removed regardless of the variance application.

Location on a non-primary building wall: The applicant is seeking a variance to the location requirements of the sign ordinance to allow a wall sign on the northwesterly (alley) side of the existing building. The proposed sign “4” is a 120 square foot duplicate of a sign proposed for the 5th Street elevation. As noted, the applicant expressed concerns with the visibility of the site, but has failed to provide a specific basis for the City to grant the variance for the proposed sign along the alley. The regulations governing on-premise signs were established to allow effective signage appropriate to the planned character of each zoning district, to promote an attractive environment by minimizing visual clutter and confusion, to minimize adverse effects on nearby property and to protect the public health safety and welfare, not to provide signage from every side of the building that is visible to the surrounding area.

Maximum area on a non-primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 0 to 120 square feet to allow a wall sign to be installed on an elevation that is not a primary building wall. The regulations governing on-premise signs were established to allow effective signage appropriate to the planned character of each zoning district, to promote an attractive environment by minimizing visual clutter and confusion, to minimize adverse effects on nearby property and to protect the public health safety and welfare, not to provide signage for every building wall visible from the surrounding area. As proposed, CPED Planning staff does not believe the requested variance keeps with the spirit and intent of the ordinance given the extent to which the request exceeds the amount of signage authorized by the zoning code.

4. The proposed variance will not substantially increase the congestion of the public streets, or increase the danger of fire, or be detrimental to the public welfare or endanger the public safety.

Maximum area along 5th Street primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 134.5 square feet to 329 square feet. The 5th Street elevation has 7 existing awning signs totaling 100 square feet. The project adds three signs totaling 229 square feet for a total variance of 194.5 square feet should the application be granted as proposed. The requested variances are unlikely to increase the danger of fire or have negative public welfare or safety impacts. All non-compliant signs are required to be removed regardless of the action taken by the board on the variance application.

Location on a non-primary building wall: The applicant is seeking a variance to the location requirements of the sign ordinance to allow a wall sign on the northwesterly (alley) side of the existing building. The requested variances are unlikely to increase the danger of fire or have negative public welfare or safety impacts. The sign will not have moving or flashing components that would be particularly distracting to drivers or nearby properties.

Maximum area on a non-primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 0 to 120 square feet to allow a wall sign to be installed on an elevation that is not a primary building wall. The requested variances are unlikely to increase the danger of fire or have negative public welfare or safety impacts. The sign will not have moving or flashing components that would be particularly distracting to drivers or nearby properties.

Findings Required by the Minneapolis Zoning Code for the Proposed Sign Adjustment:

- 1. The sign adjustment will not significantly increase or lead to sign clutter in the area or result in a sign that is inconsistent with the purpose of the zoning district in which the property is located.**

Maximum area along 5th Street primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 134.5 square feet to 329 square feet. The 5th Street elevation has 7 existing awning signs totaling 100 square feet. The project adds three signs totaling 229 square feet, for a total variance of 194.5 square feet along 5th Street were the variance to be granted as proposed. Staff believes the requested sign adjustment is too much of a deviation from the amount of signage permitted for a building of this size, and that sign clutter could be further proliferated if the variances were granted as requested. Granting the variance to permit Signs “1” and “3” will reduce the sign clutter on the building if certain conditions are met, including:

- The removal of the existing fountain to allow for the proposed “Dreamgirls” letters,
- The removal of all of the existing awning signs facing 5th Street directly,
- The façade improvements the applicant has described,

The applicant should remove at least 72 square feet of the existing awning signs, described as signs A, F, and G in the application materials. Omitting the text on the ventilation duct and reconfiguring the signage this way will leave 28 square feet of existing awning signs, and lower the overall request for the variance along the 5th Street elevation from 329 square feet to 217 square feet, which is a more reasonable amount of signage for a structure like the subject property. The awnings to be removed shall be replaced with blank canvas to match the others and reduce the overall signage on the property. The awnings facing the sidewalk along the north side of 5th Street may remain due to their insignificant size. The proposed signage is of a high quality, and the materials and color choices for the proposed improvements would provide substantial improvements to the appearance of the property.

Location on a non-primary building wall: The applicant is seeking a variance to the location requirements of the sign ordinance to allow a wall sign on the northwesterly (alley) side of the existing building. The proposed sign “4” is a 120 square foot replica of one of the signs proposed for the 5th Street elevation. The granting of this variance will result in a sign that duplicates a sign proposed for the front elevation of the building. The proposed variances for area and location are inconsistent with the purpose of the sign regulations for the downtown zoning districts, and create sign clutter on the building, which has been an ongoing issue.

Maximum area on a non-primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 0 to 120 square feet to allow a wall sign to be installed on an elevation that is not a primary building wall. The proposed sign “4” is a 120 square foot replica of one of the signs proposed for the 5th Street elevation. The granting of this variance will result in a sign that duplicates a sign proposed for the front elevation of the building. The proposed variances for area and location are inconsistent with the purpose of the sign regulations for the downtown zoning districts, and will result in sign clutter on the building which has been an ongoing issue.

- 2. The sign adjustment will allow a sign of exceptional design or style that will enhance the area or that is more consistent with the architecture and design of the site.**

Maximum area along 5th Street primary building wall: The applicant has proposed a series of quality signs constructed of materials that would be consistent with the architecture of the building. Specifically, granting the variance to permit Signs “1” and “3” would result in the removal of the existing fountain and lead to the façade improvements the applicant has described, as a condition of approval. Any apparent sign clutter issues could be prevented by the removal of some of the existing signage, as well as the omission of the vertical “Sneaky Pete’s” (Sign “2”) text from the awnings proposed to cover the ventilation stacks. In addition to the public benefits associated with improvements to the façade, CPED staff believes that reorganization of signage on the building will increase the effectiveness of the buildings advertising infrastructure in a manner that better complements the design of the property as a whole. Staff is requesting the addition of a condition of approval requiring a scaled and dimension plan for the front elevation prior to the issuance of any building permits to coordinate the implementation of the façade improvements along with the installation of the signs.

Location on a non-primary building wall: The applicant is seeking a variance to the location requirements of the sign ordinance to allow a wall sign on the northwesterly (alley) side of the existing building. The proposed sign “4” is a 120 square foot replica of a sign to be added to the 5th Street elevation. The additional sign is redundant as both would be visible from intersection of 5th Street and 1st Avenue at the West end of the Warehouse district LRT station. The value of sign “4” is greatly diminished if both signs are visible from the same vantage. Unlike the changes proposed to the front of the building, the applicant has not expressed any interest in improvements to the appearance to this elevation. Furthermore, traffic on 5th street is westbound in this area, meaning pedestrians may be able to see the sign but it would not serve a strong purpose to vehicular traffic leaving the area. Although the proposed signs are to be constructed of quality materials that would be consistent with the architecture of the building, the location of the proposed sign is not consistent with the design of the building, which is a 1900’s era streetcar storefront. Furthermore, the granting of this variance may result in a sign that duplicates a sign proposed for the front elevation of the building. Overall staff believes the proposed variances for area and location along the alley is inconsistent with the purpose of the sign regulations for the downtown zoning district.

Maximum area on a non-primary building wall: The applicant is seeking a variance to increase the maximum permitted area of wall signage from 0 to 120 square feet to allow a wall sign to be installed on a non primary building wall. Staff is concerned with the overallocation of signage to the property, and believes the addition of sign “4” is redundant. The sign is a copy of sign “1”, a 120 square foot sign proposed for the front upper level of the building. Unlike the changes proposed to the front of the building, the applicant has not expressed any interest in improvements to the appearance to this elevation. Although the proposed signs are to be constructed of quality materials that would be consistent with the architecture of the building, the location of the proposed sign is not consistent with the design of the building, which is a 1900’s era streetcar storefront. Furthermore, the granting of this variance may result in a sign that duplicates a sign proposed for the front elevation of the building. The proposed variances for area and location along the alley are inconsistent with the purpose of the sign regulations for the downtown zoning district.

Recommendation of the Department of Community Planning and Economic Development - Variance:

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The Department of Community Planning and Economic Development Planning Division recommends that the Board of Adjustment adopt the findings above and **deny** the variance to increase the maximum permitted area of 3 wall signs on the 5th Street primary building wall from 134.5 square feet to 329 square feet, and in lieu thereof recommends the Board of Adjustment **approve** a variance to permit two additional wall signs, not to exceed a total of 189 square feet for the Sneaky Pete’s and Dreamgirls property at 10-14 North 5th Street in the B4S2 Downtown Service District and DP Downtown Parking Overlay District, subject to the following conditions of approval:

1. Community Planning and Economic Development Department – Planning Division staff review and approval of the final sign plans and permit application.
2. The applicant shall remove the existing image of the fountain above the entrance to “Dreamgirls” to allow for the installation of Sign “3”.
3. The existing awning signs facing 5th Street shall be removed and replaced with new blank canvas awnings in order to reduce the overall signage on the property. Awnings intended to be read along the sidewalk along the north side of 5th Street may remain.
4. No sign shall extend more than 4 feet into the public right of way along 5th Street.
5. To ensure the coordination of the façade improvements with the installation of the signs, a scaled and dimensioned front elevation plan shall be submitted to CPED staff prior to the issuance of any building or sign permits. At minimum, the required elevation shall address the following:
 - a. A design of the proposed awning and frame structure to cover the twin ventilation stacks at the front/center of the building,
 - b. A detailed description of the exterior materials proposed,
 - c. A complete description of the color scheme.

Recommendation of the Department of Community Planning and Economic Development - Variance:

The Department of Community Planning and Economic Development Planning Division recommends that the Board of Adjustment adopt the findings above and **deny** the variance to allow for a sign to be located on a non-primary building wall at 10-14 North 5th Street in the B4S2 Downtown Service District and DP Downtown Parking Overlay District

Recommendation of the Department of Community Planning and Economic Development - Variance:

The Department of Community Planning and Economic Development Planning Division recommends that the Board of Adjustment adopt the findings above and **deny** the variance to increase the maximum area of a wall sign located on a non-primary building wall at 10-14 North 5th Street in the B4S2 Downtown Service District and DP Downtown Parking Overlay District

Attachments:

- 1) Written descriptions and findings submitted by the applicant
- 2) Copy of letters notice to Downtown Minneapolis Neighborhood Association and CM Goodman
- 3) Zoning map
- 4) Site plan
- 5) Sign plan/Photographs